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Proposed Projects

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- ▶ Circulation, Mobility & Transportation
- ▶ Economic Development

Leadership

1. Leadership Framework

Establish a local lead agency to be responsible for facilitating the implementation of the Local Waterfront Revitalization Program. This lead agency would act to monitor the progress of the plan, lobby for the implementation of recommendations, pursue funding for project recommendations and promote the adoption of legal tools. The Town of Greece Development Services Department should act as the lead agent, or identify future lead agents. Additionally, the Town of Greece Planning Board shall act to review projects submitted by state and federal agencies for consistency with the Local Waterfront Revitalization Program. The lead agency and the Planning Board shall utilize locally based organizations such as locally based neighborhood associations, the Erie Canal Committee and the Erie Canal Sub-committee of the Greece Chamber of Commerce as advisory resources.

Land Use

2. Master Plan Update

As part of Chapter 2: Inventory & Analysis, the Greece Master Plan was summarized and all recommendations affecting the Greece waterfront area were recognized. Several recommendations from that Plan are to be forwarded as part of the Local Waterfront Revitalization Plan (LWRP). Additionally, the Local Waterfront Revitalization Program should be adopted as an element of the Town Master Plan. The following land use recommendations should supplement those in the Master Plan.

Lake Ontario Area

Critical Environmental Areas- As outlined in Chapter 2: Inventory & Analysis, the Lake Ontario waterfront area has several sensitive environmental areas. These sensitive areas should be further protected from the adverse effects of human activities. The majority of the Critical Environmental Areas are wetlands and many contain significant wildlife habitats. These areas should be disturbed as least as possible and are not be developed.

Conservation & Passive Recreation Areas - These areas are located adjacent to Critical Environmental Areas and require conservation efforts. Passive recreation should be permitted in these areas. Permitted activities include: picnicking, biking (designated trail only), hiking, walking/jogging, fishing, hand carry boating facilities, environmental education facilities (i.e. nature center), associated parking and other similar low impact uses.

Parks & Active Recreation Areas - Parks and Recreation Areas are highly programed areas that primarily include the existing active recreation areas (i.e. marina areas at Braddock Bay Park, golf courses). Permitted activities include: boating facilities, golf courses, restrooms, trails, fishing piers, associated parking and other similar types of active recreation.

Existing Mixed Use/Housing Areas - The existing mixed use/residential areas within the Lake Ontario waterfront boundary are substantially built out. The primary focus in these areas is to protect and enhance the existing residential properties. Future development in these areas should be critically reviewed for consistency with the Plan's goals and for potential negative environmental impacts.

Business Enhancement Areas - These areas would allow a mix of commercial and industrial uses which can take advantage of their proximity to the waterfront. Development standards should be established to enhance the visual character, insure appropriate land use transitions and buffers, and to provide for public access, recreational opportunities, and tourist services in these locations.

Erie Canal Area

The Greece Port (W.D.D.) - Develop an active and exciting canal port in Greece which serves as an identifying feature and a hub of activity. A Waterfront Development District (W.D.D.) would be established that provides opportunity for water-oriented uses. Improvements or enhancements for the Greece Port would include public docking, a visitor/interpretive center, rest rooms, electric, water, showers, laundry, lighting, information directory, a trailhead, waterfront park, a mixed use building development program, and a strong connection to adjacent commercial areas and facilities. Permitted uses include: retail, residential, restaurants, lodging/hotel, office, commercial, institutional, and associated parking. See Chapter 6 for a more detailed description.

Office/Industrial Waterfront Mixed Use - Preserve the low-density, rural character of the canal corridor, while encouraging a variety of uses, from natural habitat areas and canal-oriented recreation facilities, to offices and light industry. The district should be connected to, and support, the Greece Port, developed as a well planned business community. Development standards should forward a "green" corridor along the Erie Canal, foster a pedestrian-friendly environment, promote public access to the waterfront, interpret history, and dedicate open space for trails and recreation.

Residential Development Area - Protect and enhance the existing residential areas adjacent to the Erie Canal. Infill residential development should be of similar character of surrounding residential development. When possible, future development should not hinder or restrict public access to the Erie Canal.

The Greece Canal Access Center (Henpeck/South Greece) - Develop a clearly identifiable gateway for those accessing the canal corridor through well-marked points of access to both the canal waters and canal-side trails. The area should include medium density, mixed use development with village scale and park like surroundings.

Parks & Open Space - Develop, enhance and protect open space and park land within the Erie Canal corridor. Further develop a multi-use trail system that connects to other Erie Canal corridor improvements and to the I-390 multi-use trail.

3. Zoning Ordinance Revisions

Current Zoning classifications in the Town of Greece are too general to guide development in a number of key areas along both Lake Ontario and the Erie Canal. Several land use recommendations and specific projects are recommended in the Greece LWRP. In order to implement the recommendations zoning revisions are necessary. Below are the necessary zoning revisions and the objective(s) of each. A more detailed description of the regulations are in Chapter 6: Local Implementation of the Program.

Lake Ontario Area

Lake Ontario Cluster District (Lake Ontario) - To encourage the preservation of open space and the protection of sensitive environmental resources and wildlife habitat in remaining developable areas along the Lake Ontario shoreline.

Office/Industrial Waterfront District - To allow a mix of commercial and industrial uses which can take advantage of the proximity to waterfront locations and to provide for public access, recreational opportunities, and tourist services in these locations.

Erie Canal Area

Erie Canal Overlay District - To enhance the visual and historic resources along the Erie Canal and to protect sensitive ecological areas.

Waterfront Development District (W.D.D.) - To encourage a desirable mix of recreational, business, and residential uses which complement each other and take advantage of the unique location and characteristics of the Erie Canal.

Office/Industrial Waterfront District - (see description above)

4. Braddock Bay Fish & Wildlife Management Plan (BBFWMP) Update

Update the Braddock Bay Fish & Wildlife Management Plan to reflect recommendations of the Local Waterfront Revitalization Plan and to recognize recent developments and initiatives. Of particular note, recommendations regarding the 2000 designation by New York State as one of seven critical bird habitats should be included. Additionally, recommendations should be included to protect and enhance black tern nesting and habitat, as the black tern is considered a species of concern by the U.S. Fish and Wildlife Service.

Water Surface Use & Harbor Management

5. Harbor Management Plan

Prepare a Harbor Management Plan to regulate activities on Lake Ontario within 1,200' of the shoreline and all ponds within the Greece waterfront area. Harbor management will help maintain the existing environmental and recreational qualities of the Greece waterfront and help to protect the health, safety and welfare of waterfront residents. Promote the following water uses and limitations through land use regulations, water use regulations, policy development and through the development of capital projects.

Active Recreation Focus - Due to existing water surface uses, surrounding land uses and environmental character, Lake Ontario and Long Pond are designated as areas most appropriate for active recreational use. Examples of active uses in those areas include: motorized boating, water skiing, wind surfing, jet skiing as well as passive recreation uses (see following description). The Erie Canal is also an area designated for active recreation. However, all uses and activities are regulated by the New York State Canal Corporation, including speed limits of 10 miles per hour.

Passive Recreation Focus - Due to sensitive environmental conditions and/or adjacent land uses, the Braddock's Ponds complex, Braddock Bay and the near shore area of Lake Ontario have been designated as having primarily a passive recreation or environmental protection focus. Appropriate activities within these areas include: canoeing, kayaking, row boating, year round fishing and other similarly low impact uses.

Critical Environmental Areas - As outlined in Chapter 2: Inventory & Analysis, the Lake Ontario waterfront area has several critically sensitive environmental areas. These sensitive areas should be further protected from the adverse effects of human activities. The majority of the Critical Environmental Areas are wetlands and many contain significant wildlife habitats. These areas should be disturbed as little as possible.

Navigation Ways - Navigation channels and fairways should be defined to provide safe access to waterways while limiting the impact of dredging and maintenance. Natural channels that serve as navigation ways should be properly marked. Man-made channels (dredged) should be marked and maintained for safe use. The primary navigation way in the Lake Ontario area is the channel at Braddock Bay and Salmon Creek. Although the channel has been dredged many boaters have reported problems with the depth of the channel. A long term solution to minimizing the need for dredging at the channel should be pursued. Although the channel from Long Pond and Lake Ontario is not currently maintained (dredged) by the Town it is a navigation channel used by local residents and should be considered in a local or regional dredging plan. The Erie Canal should maintain a safe navigation way the entire length of the waterway, within the Town of Greece.

Special Harbor Areas - Due to existing land uses, navigational access to the waterways and environmental character, certain areas of the waterfront should be designated as Special Harbor Areas allowing for the seasonal and transient storage of boats, both in the water and on land. Boat storage and navigation will be the primary water surface use within Special Harbor Areas. Recreational use of the water surface will be secondary to boat storage and navigational uses.

Special Harbor Areas can include boat storage facilities such as: public docks, transient slips, seasonal slips, moorings, anchorage areas and dry storage facilities. The carrying capacity of the Special Harbor Areas shall be determined by landside support capacity (parking, storage and building requirements), environmental limitations (wetland and habitat impacts), water depth and the competition of water surface uses. The NYS Department of Environmental Conservation currently has placed a limit on the number of slips that can be developed at the Braddock Bay Marine Park.

6. Dredging Plan

Develop a local dredging plan or participate in a regional dredging plan that would periodically maintain navigation channels at Braddock Bay and Long Pond. The Dredging plan should support land and water use recommendations of this Plan including the maintenance of public navigation channels, fairways and harbor areas. The Town should explore permanent means of maintaining channel depth without dredging by utilizing natural channels or creating channels that will hydraulically flush sediments.

7. Navigation Aids

Assist federal and state agencies, including the US Coast Guard, the US Army Corps of Engineers, the NYS Office of Parks, Recreation and Historic Preservation and the NYS Canal Corporation in locating and maintaining navigation aids within the Greece waterfront areas. Navigation aids should be placed to delineate channels, mark special anchorage areas and identify safety conditions. The placement of aids should be supported by mapping on charts by the National Oceanic and Atmospheric Administration (NOAA).

8. Braddock Bay Shoreline Protective Feature

Construct a shoreline protective feature at Braddock's Bay to protect the sensitive shoreline from continued recession and to restore historic sedimentation patterns to the Bay.

Preservation & Conservation

9. Open Space Plan

Develop a Town wide open space plan which aims at preserving and enhancing existing open space within the Town, especially the waterfront areas. When ever possible, open space in the waterfront areas should promote public access to the water except in areas where land is environmentally sensitive. The open space plan prepared for the Town of Perinton could be used as a modal plan for the Town of Greece.

10. Braddock Ponds Natural Heritage Area & Environmental Center

Braddock Bay and the surrounding ponds and wetlands are important environmental entities which require significant protection from adverse effects of human activity. Regulations restricting activities as well as educating the general public on the importance of preserving the environmental areas are two aspects of the preservation process. The development of the Braddock Ponds Natural Heritage Area & Environmental Area would promote environmental protection through education. The Braddock Bay Nature Campus at the Braddock Bay Park could include a nature center with both indoor and outdoor exhibits, outdoor classrooms which focus on specific life (i.e. aquatic life, raptor life, etc.), raptor viewing towers and nature trails. Donations and/or the sale of tickets would help maintain the not-for-profit national destination. Partners could include the Rochester Museum and Science Center, local universities (research), New York State (i.e. Office of Parks Recreation and Historic Preservation, Tourism Office, etc.). The campus could include but would not be limited to:

- ▶ Braddock Bay Hawk Tower
- ▶ Braddock Bay Regional Environmental Retreat
- ▶ Outdoor Education Classrooms (Beach, Wetlands, Woodlands, Bay, Lake, etc.)
- ▶ Nature Trails
- ▶ Research Center
- ▶ Roses Marsh Hawk Tower
- ▶ "Snow & Ice Center" Winter Recreation Area

11. Scenic Resource Design Standards

Protect scenic resources along waterways, roadways and from other public vantage points. Identify, protect and enhance critical scenic resources and points of view. Incorporate design standards into local ordinances. Work with agencies to forward or create design standards for scenic byways including the following:

- ▶ Seaway Trail Design Standards
- ▶ Erie Canal Design Standards
- ▶ Erie Canal Scenic Byway Design Standards
- ▶ Identification, Protection & Enhancement of Critical Scenic Resources

12. Educational & Awareness Program

Establish a program of signs, literature, classes and other programs to create awareness of safety, navigation, environment and habitat concerns within the Erie Canal and Lake Ontario waterfronts. Identify partnerships with local interest organizations to assist in implementing specific elements of the program.

Public Access, Recreation & Education

13. Lake Ontario Multi-Use Trail System/Trail Heads

Develop a comprehensive trail network within the Town's Lake Ontario waterfront area. Identify regional connections. Include a major spine trail (along the Lake Ontario State Parkway), secondary connecting trails, trailheads and locational information. Emphasize the Town of Greece and the Lake Ontario waterfront as a destination on the Seaway Trail. Opportunities exist for trails through Lake Ontario waterfront area with local and regional connections (i.e. Lake Ontario State Parkway). Provide off-road bicycle routes where feasible.

- ▶ Seaway Multi-use Trail & Alternates
- ▶ Braddock Bay Trailhead/Shuttle Stops
- ▶ Salmon Creek Trail
- ▶ Hojack Trail
- ▶ Rochester Southern Trail

14. Erie Canal Multi-Use Trail System/Trail Heads

Develop a comprehensive trail network within the Town's Erie Canal corridor. Include a major spine trail (Erie Canal Recreationway Trail), secondary trails, trailheads, and locational information. Emphasize the Erie Canal in the Town of Greece as a waterfront recreational destination which connects to other regional waterfront destinations via a trail network.

- ▶ Erie Canal Recreationway Trail & Alternates
- ▶ I-390 Trail

15. Lake Ontario Fishing Access Points

Fishing in the Lake Ontario waterfront area is a popular recreational activity and adequate public access to the water's edge is important. Access and such facilities as parking, walkways, signage and trash receptacles should be formally provided at or near the following fishing locations and informal parking and dumping should be discouraged in other locations.

- ▶ Russell Station
- ▶ Edgemere Drive
- ▶ Long Pond Pier
- ▶ Braddock Bay Pier
- ▶ Beatty Point

16. Erie Canal Fishing Access Points

Although fishing is not as popular in the Erie Canal waterfront area as in the Lake Ontario waterfront area, access and such facilities as parking, walkways, signage and trash receptacles should be formally provided at or near the following fishing locations and informal parking and dumping should be discouraged in other locations.

- ▶ Canal Ponds Pier
- ▶ Junction Lock
- ▶ Henpeck Park
- ▶ Greece Canal Park

17. Henpeck Park Canal Access Center

Develop the historic Henpeck area as a landside and waterside access way to the Erie Canal corridor. Provide a trailhead, hand carry boat launch, and transient boat slips. Encourage the active use of the area for bicycling, trail use and small scale rental operations. Create a park to accommodate tour boats, small performances, events and other programming. Support the park with appropriate parking, rest rooms, signage and other user amenities. Incorporate the existing marina's overnight transient slips and boat launch into the Access Center and create pedestrian connections to the marina basin.

18. Lake Ontario Marinas & Boat Launches

Continue to enhance and support existing public and private boat facilities, particularly those facilities in public control. Add new facilities at specified locations.

- ▶ Braddock's Bay Marina & Boat Launch (existing)
- ▶ Long Pond Marine & Boat Launch (existing)
- ▶ La Marina Bay View & Boat Launch (existing)
- ▶ Braddock's Bay Hotel Marina (existing)
- ▶ Beatty Point/Buck Pond Hand-Carry Boat Launch (new)
- ▶ Dockside's Marina & Boat Launch (existing)

19. Erie Canal Marinas & Boat Launches

Continue to enhance and support existing public and private boat facilities. Add new facilities at specified locations.

- ▶ Allen's Canalside Marina & Boat Launch (existing)
- ▶ Greece Canal Park Boat Launch (new)
- ▶ Canal Ponds Marina & Boat Launch (new)
- ▶ Henpeck Park Hand-Carry Boat Launch (new)
- ▶ Junction Lock Hand Carry Boat Launch (new)

20. Long Pond Access Center

Provide access to Long Pond and Buck Pond through the development of the Long Pond Access Center. The facility would include a public fishing pier at the southeast corner of Long Pond as well as a picnic area and connections to the proposed multi-use trail. Additional parking could be provided by expanding the existing parking lot off from Long Pond Road just north of the Lake Ontario State Parkway. A small hand carry boat launch at Buck Pond between the Larkin Creek bridge and Long Pond Road would provide access to the water. A small parking lot between Long Pond Road and Buck Pond would be needed.

21. Roses Marsh Access Center

Provide a parking lot/trailhead for access to the Roses Marsh wetland and beach area. Include interpretive information and environmental awareness information at the trailhead. Construct railway access in an environmentally sensitive manner to protect habitats and wetlands.

22. Greece Port Promenade & Pedestrian Bridges

Develop a promenade along the Erie Canal within the proposed Greece Port west of Long Pond Road. The promenade should be wide (25' setback to buildings) and provide pedestrian access to the Canal to the south and to the mixed use development to the north. The promenade should be treated much like an urban street with site furnishing (i.e. benches, trash receptacles, etc.), street trees and a decorative hard surface such as pavers. Two proposed pedestrian bridges will enable pedestrians to travel from the north and south sides within the Port area. A year-round visitors center and Erie Canal interpretive center should be located at the Port. Opportunities for tour boat operators, transient boaters, hire boat operators and similar water dependent commercial uses should be accommodated and encouraged at or near the Port Promenade. Care should be taken to provide 365 day a year activity.

23. Erie Canal Community Boathouse

Develop recreational opportunities for the community to row, paddle or motor the Erie Canal. Develop a boathouse to accommodate waterfront needs.

24. Greece Canal Park

Support Monroe County with the implementation of the Greece Canal Park Master Plan. Pursue acquisition and park expansion objectives. Expand the park to include lands south to the Canal and incorporate a small scale boat launch and a trailhead.

25. Beatty Point Nature Observatory

Provide controlled public access to Beatty Point. Nature trails which do not disturb habitats should be designated for walking only and should focus only on observing wildlife and habitats (i.e. photography).

26. Erie Canal South Natural Area

Create a Town designated "Natural Area" south of the Erie Canal in the central portion of the Town, between Long Pond Road and Elmgrove Road. Include a trailhead, nature interpretation and trailways. Establish an area for "Wetlands Banking" to create man-made wetlands as mitigation for filling wetlands in the Greece Port area and other Canal corridor development sites.

27. Seaway Trail/Braddock Ponds Gateway Centers

Develop two gateway centers: one near Beatty Point accessible from the westbound lane of the Lake Ontario State Parkway and one near Salmon Creek accessible from the eastbound lane of the Lake Ontario State Parkway. The gateways would identify the entrance to the Braddock Ponds area, provide information about the area and include a trailhead for access to the proposed multi-use trail network.

28. Erie Canal Visitors Center

Develop a visitor center within the Greece Port area west of Long Pond Road. The center should include information about the Greece Port/Erie Canal as well as for other Greece and regional destinations and services.

29. Junction Lock Historic Site & Canal Interpretation

Develop the Junction Lock area as a historically themed Town park. Interpret the historic lock, historic canal prism and historic culvert. Protect the character and environment of the small gully to the east of the lock. Provide vehicular access to the site along the Erie Canal right of way or through the adjacent privately owned parcel to the east. Include in the park lands the land owned by the NYS Canal Corporation and portions of land currently in private ownership to the east (Dugan Property).

Circulation, Mobility & Transportation

30. Edgemere Drive Streetscape Improvements

Develop Edgemere Drive into a human scale, pedestrian friendly streetscape where ever possible. In some areas the right-of-way is not wide enough to make such improvements. Street trees, sidewalks, benches, clearly defined crossings and a signage system all contribute to a pedestrian oriented streetscape. Human scaled and themed street lights should be located in areas of greatest pedestrian use. Materials should be natural in character such as uniform rusting or painted box beam guard rails, granite curbing, crushed stone walkways and substantial natural landscaping. On-street parking should be located in appropriate areas where public access and fishing access is being encouraged, particularly adjacent to Long Pond. A site specific study to determine the number, location and features of parking should be performed. Impacts to adjacent residential properties should be minimized. Many improvements will require substantial costs and some may require changes in road use and policies.

31. Access to Lake Ontario Business/Industrial Lands

Improve access to business development areas in the Lake Ontario waterfront area. Consider both traffic and enhancement improvements including revised use classifications for the Lake Ontario State Parkway, lane configuration and aesthetic enhancements to Latta Road, a potential new access road parallel to the existing Conrail/CSX Lake Ontario Line, and rail improvements to that line.

32. Lexington Avenue Extension

Extend Lexington Avenue from I-390 to the west as identified in the Town of Greece Master Plan. The extension would include interchange improvements, a bridge over the Erie Canal and roadway extensions west to Long Pond Road, Elmgrove Road and Manitou Road.

33. Erie Canal Scenic Byway & Alternates

Support New York State and the NYS Canal Recreationways commission in establishing a scenic byway along the Erie Canal corridor. Assist in establishing a local route through the Town of Greece, perhaps following the proposed Lexington Avenue Extension or Route 31 in Gates. Consider the location of scenic byway loops or alternates that bring travelers to the Greece Canal Port and other canal corridor destinations.

34. Land & Water Taxi/Shuttle

Identify opportunities for landside and waterborne public transportation in a form that is user friendly, safe and fun. Consider public landings for water taxi's, water busses and tour boats. Provide drop-off areas for shuttle busses, tour busses and taxi's.

Economic Development

35. KPV/KPY Acquisition

Pursue the acquisition of Eastman Kodak Company's KPV/KPY lands along the south bank of the Erie Canal. The acquisition will provide strengthened local control of this significant parcel. Consider a mix of uses for the property including recreation, open space, parkland, light industrial uses, commercial uses and residential uses, as consistent with the land use recommendations of this Local Waterfront Revitalization Program.

36. Develop a Town-wide Tourism Strategy

In conjunction with the Greater Rochester Visitors Association and the Greece Chamber of Commerce, develop a tourism development strategy for the Town of Greece that capitalizes on its waterway resources. Consider heritage, recreational and environmental themes. Include a strategy for providing a full complement of visitor amenities including food, services, lodging, transportation, rest rooms, visitor information, safety features and parking. Establish a package of destinations, attractions and entertainment activities. Consider visitor markets that are family oriented and based upon automobile travel as well as markets that may be established by the proposed Lake Ontario Fast Ferry and other regional tourism initiatives.